

ABSTRACT OF THE DISCLOSURE

A printer has a print head including a plurality of dot formation element groups for forming dots of different inks where the plurality of dot formation element groups are arrayed in a prescribed order in the sub-scanning direction. The dot formation elements of each group are arranged at an identical pitch k in the sub-scanning direction. The pitch k is set at an integer multiple value that is at least two times a pitch of dots formed on the print medium in the sub-scanning direction. Dot forming is executed while using a mutually equal number N of dot formation elements of each group arrayed at the pitch k where N is an integer of at least 2. The N dot formation elements of each group are selected so that a spacing between the groups of the N dot formation elements is M times the pitch k where M is an integer of at least 2.